2. 1 Theoretical Framework

In this part the writer needs to review some theories on speech style, which are related to the statements of the problem. In addition, the writer presents some previous studies. All theories are used to assist in answering her research questions. So, this chapter presents several theories dealing with the issues being analyzed in this study. These theories include such as language variety, the speech style, social factor, and previous study.

This study presents some meanings of speech style theory which held by some pioneers such as Martin Joos and Chaika. In supporting the idea of the analysis, some relevant related with the literatures which give large contribution are chosen to be the references:

2.1.1 Sociolinguistics

According to Janet (2001:1) sociolinguistics is the study of the relationship between language and society. It explains why we speak differently in different social contexts, and it is concerned with identifying the social functions of language and the ways it is used to convey social meaning. Besides, Wardhaugh (1992:13) says that sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the

9

structure of language and how language functions in communication. In other opinion, Fishman (1972:4) defines that sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speakers as these three constantly interacted, changed, and change one another within a speech community.

From the definitions above, it can be concluded that sociolinguistics is related to the relationship of language use in the society based on the contexts of social function of it. It analyzes the differences of language use and varieties in many societies and separates its function in communication based on contexts of social and situation.

2.1.2 Speech Style According to Martin Joos

According to Bell (1997:240) style is the range of variation within the speech of an individual speaker. Styles are normally associated with certain groups or situations, and carry the flavor of those associations. While, Bloch (1960:8) says, style is also defined as the quality which distinguishes in individual use of language from its use in general; the probable arrangements and distributions of words or phrases in an utterance indicate a certain style for the most part when these are abnormal. In other words, style is variation in the speech of individual speakers which with certain groups or situations. The meaning of speech style is as bellow:

Speech style here means the form of language that the speaker use. Joos said that speech style is influenced by the social factors. Of course, the speech style which is used by someone is different from his or her partner' because they have different status, sex, age, social distance, occupation (Joos, 1976:145).

There is a formula which has been concept by Martin Joos called the five clocks. The enduring appeal of the five clocks (listed along the top) is attributed to the existence of four feature of communicative competence. It is listed on the left. The table is as bellow:

Table 1

	Intimate	Casual	Consultative	Formal	Frozen
Aware	-	+	+	+	+
Monitored	-	-	+	+	+
Planned	-	-	-	+	+
Precoded	-	-	-	-	+

Broderick (1976:1) explains when language has content as well as form, it is aware. When the social situation forces attention to on-going linguistic choices, language is monitored. When prior rhetorical organization precludes the exercises of interactional competence, language is planned. When language form is an end in itself (an artifact) and not just a means of communication, language is precoded. Chaer (2004:70) says that Joss divides style of language in five forms such as frozen, formal, consultative, casual and intimate.

a. Frozen Style

According to Joss (1976:154), it is a style which is intended to be remembered and used in very formal setting such as palace and church ritual. It is used also in a sermon that the people are mostly unknown to other. It means, the usage of speech depends of the certain form. In this case both speaker and hearer do not permit to ask a question.

Frozen style uses grammatical sentence and it is long enough. This style is high skill, only the educated people used it such as professors, specialists, lawyers, and preachers. The character of the communication in this style is incidental. Joss (1976:155) says that in fact, frozen style is defined almost exclusively in terms of its role, because frozen style is the highest rank in Joos's classification.

Joos in his book "Five Clocks" (1967:153-155) states that an oratorical style is used in public speaking before a large audience; wording is carefully planned in advance, intonation is somewhat exaggerated, and numerous rhetorical devices are appropriate. This is usually uses long sentence with good grammatical and vocabulary. Here is the example:

1. *"I should be glad to be informed of the correct time."*
    (Joos, 1976:154).
2. "*Expressing our gratitude must be delivered just for Alloh, God, Lord due of his favor and charity.*"
    (Haryanto, 2001:105)

b. Formal Style

Formal style is used in formal situation where the communication is one way communication means there is no interruption. The example is the graduation of ceremony. The sentence that the speaker used is also in good grammatical. It purposes to inform something important, so that sometimes the speaker needs a preparation first. It is artificially explicit in this pronunciation. The words take on special meaning (Joos, 1976:155).

Furthermore, the leading code-label of this style is 'may', "*may I present Mr. Jimmy?"* (Joos, 1976: 155). A speaker usually avoids a repetition or another term which tends to be a casual term and used in a discussion or a meeting (Haryanto, 2001:105):

> *1. Mrs. William, would you like to have a sit first before you*
>   *deliver your speech?*
> *2. If Mr. Kevin would be so kind ask to let me finish my words.*
> *3. Well, it is rather difficult to say at this point.*
> *4. I would like to introduce my self to you.*

c. Consultative Style

Consultative style is that shown our norm for coming to term with strangers who speak our language but whose personal stock of information may be different (Joos, 1976:155). It is the style that is used in semi-formal situation. It happens in two-ways participation that means it must be a pair conversation. The consultative style can be found in conversation between teacher-student, doctor-patient and etc.

The way of consultative style speaks; it shows us the way we take a norm of the language. In consultative, pronunciation is explicit, word choice is careful and sentence structure is complete.

While, consultative is nonetheless a conversational style means that the speaker constantly watches the listener verbal and non verbal responses in order to decide whether too much or not enough information is being transmitted.

A Speaker who uses this style usually does not plan what he wants to say (Haryanto, 2001:106). Thus, there is a big possibility to make mistakes in speaking, such as word repetition or diction which can not be avoided. Here are the examples of Haryanto (2001: 106):

> *1. Excuse me, I think it's really important for me to add about the topic that we discuss.*
> *2. Actually, we have the same views about this problem. So, why don't you joint with us?*
> *3. I see. You will change the project and sale it to other companies, right?*

d. Casual Style

According to Joos (1976:156) casual style is mostly used among friends, co-workers. The situation is informal. It can be found in chat outclass class room where the language does not bound with grammatical rules. The vocabulary that is used are influenced the dialect.

The background of this style is just making the listener understand what they are talking about. It takes such information for granted and almost alludes to its, but without it the conversation lapses into silence and kidding.

The relationship between speaker and hearer is close, so they usually use words or term repetition and frequently use ellipse sentences (Haryanto, 2001:105).

Ellipse sentences focus on the meaning of an utterance, not the structure. Therefore, a speaker can be free to speak because it exposes the message of the language in certain situation. We can look at these examples from Haryanto (2001:105):

1. *Do you enjoy the party? = (a) Enjoy it?*
2. *Would you take it? = (b) Take it…*
3. *Would you give me some money? = (c) Give me some …*
4. *It wasn't me who stole your car. = (d) Not me …*
5. *Do you want to come? = (e) Want to come / Wanna come ?*

The examples (a, b, c, d, e) above are commonly used by speakers in informal situation.

e. Intimate Style

Intimate style is completely private language used within family and very close friends (Joos, 1976: 157). Normally, the intimate style is used in pair. Of course, it is not public assumption, means that intimate has private vocabularies with the addressee. It manifests extremely structural simplicity. It represents lexical form without grammatical

structure and only partial phonological structure. Intimate style used in The Cherry Orchard especially by the main character mostly. Here is the example from Haryanto (2001:106):

1. Tea's cold => Cold / Damn hot => Hot
2. Jesus Chris..! => Oh my God

2.1.3 Social Factor

Language is a tool to unify the society because as human being people need interact, share or express their felling by using language. Trudgill (2000:16) says that the social environment can also be reflected in language, and often have an effect on the structure of the vocabulary Therefore, there are two aspects of language behavior which influence to social point of view: first, the function of the language in establishing social relationships and second, the role played by language in conveying information about the speaker. From those aspects it can be referred that language behavior are reflections of the fact that there is a close interrelationship between language and society.

All of the social factor, we have considered so far are related to variation according to the user of the language (Yule, 1985:1993). Another source of variation in an individual's speech is occasioned by the situation of use. The observation that sociolinguistics has tried to find the correlations between social structure and linguistics structure and observe any changes that occur. Social structure itself may be measured by reference to such as factors like social class and educational

background, behavior and performance may be related to these factors (Gumperz, 1971:223).

The writer includes social factor to be three parts such as the individual sphere, life style and habits. Additional, the writer uses Dell Hymes's theory in this study to support the result of the social factor. Holmes (1992:16) says that 'the sociolinguist's aim is to move towards a theory which provides a motivated account of the way language is used in a community, and of the choices people make when they use language. It can be illustrated, when we observe how the variety language use is we must search for the causes.

Dell Hymes is considered by many to be the founder of the area known as Ethnography of Communication. In 1962 he proposed "ethnography of speaking" as a way to study how people talked. Later the name was changed to include other symbolic means of expression and called ethnography of communication.

Ultimately, this list of components of speech acts is meant to explore and explain human, social purposes in language. Like all taxonomies, the SPEAKING grid is not an end in itself, but rather a means 'the formal analysis of speaking is a means to the understanding of human purposes and needs, and their satisfaction' (Hymes, 1972: 70), as well as a way of understanding how language works. The SPEAKING (Setting, Participant, End, Act sequence, Key, Instrument, Norm and

Genre) grid has been widely accepted in the ethnography of communication (Sherzer and Darnell, 1972).

The eight components of the SPEAKING here is analyzing in *The Analysis of Speech Events and Hymes' SPEAKING Factors in the Comedy Television Series: "FRIENDS"* by Alireza Fard Kashani in 2012. This study included natural conversations in the first episode of 'FRIENDS' popular comedy series which was chosen from Season first as a representative sample of the whole series. *Friends* is an American sitcom created by David Crane and Marta Kauffman, which aired on NBC from September 22, 1994 to May 6, 2004. This academic article was published by The International Institute for Science, Technology and Education (IISTE).

1. Setting and Scene

"Setting refers to the time and place of a speech act and, in general, to the physical circumstances" (Hymes, 1974:55). The living room in the grandparents' home might be a setting for a family story. Scene is the "psychological setting" or "cultural definition" of a scene, including characteristics such as range of formality and sense of play or seriousness (Hymes, 1974:55-56). Here is the example:

Chandler: Cookie?
Monica: Carol moved out today.
Monica: Let me get you some coffee.
Ross: Thanks.

The setting and scene of speech in the article above is Central Park Café

in New York. It is afternoon. The scene is the same as the previous one.

2. **Participants Speaker and Audience**

Linguists will make distinctions within these categories; for

example, the audience can be distinguished as addressees and other

hearers (Hymes, 1974:54 & 56). This refers to who is involved in the

speech including the speaker and the audience. The example is as bellow:

Phoebe: Fine. Be murky.
Ross: I'll be fine. Really, everyone. I hope she'll be very happy.
Monica: No, you don't.

Chandler: Did I say that out loud?
Ross: I told Mom and Dad last night. They seemed to take it pretty well.
Monica: Oh, Really? So that hysterical phone call I got from a woman sobbing at 3 a.m...

The participants are Ross, Monica, Phoebe, Joey, and Chandler who are

doing conversation. They are the partner work ship in the same office.

3. **Ends**

Ends include the purpose and goals of the speech along with any

outcomes of the speech (Hymes, 1974:56-57). The ends are the goals or

purposes that a speaker wishes to reach. If a political party delivers a

speech in a campaign, he/she wishes to persuade the crowd before him or

her in order to get support for the election. Therefore, for the different

ends or occasions, people may choose different codes. The example is:

Ross: I'll be fine. Really, everyone. I hope she'll bevery happy.
Monica: No, you don't.
Ross: No, I don't. To hell with her. She left me!

Joey: And you never knew she was a lesbian.
Ross: No, Okay. Why does everyone keep fixating on that?

The ends totally Ross upset over the way his marital life ended and wants to talk about it with someone to come over the horrible feeling he had about his divorce.

4. Act Sequence

It refers to the actual form and content of what is said that the precise words used, how they are used, and the relationship of what is said to the actual topic at hand. Psychologists and communication theorists concerned with content analysis have shown a similar interest. Early works of the field concentrated on the study of different ways of saying the same thing (Kashani, 2012: 30). The example of act sequence is as bellow:

Monica: Let me get you some coffee.
Ross: Thanks.
Ross: No, don't! Stop cleansing my aura.
Ross: Just leave my aura alone, okay?
Phoebe: Fine. Be murky.
Ross: I'll be fine. Really, everyone. I hope she'll bevery happy.
Monica: No, you don't.
Ross: No, I don't. To hell with her. She left me!
Joey: And you never knew she was a lesbian.
Ross: No, Okay. Why does everyone keep fixating on that?
Ross: She didn't know. How should I know?
Chandler: Sometimes I wish I was a lesbian.
Chandler: Did I say that out loud?
Ross: I told Mom and Dad last night. They seemed to take it pretty well.
Monica: Oh, Really? So that hysterical phone call I got from a woman sobbing at 3 a.m...
Monica: ..."I'll never have grandchildren!" …"I'll never have grandchildren!"
Monica: Was, what? A wrong number?

Ross: Sorry.
Joey: All right, Ross. Look, you're feeling a lot of pain right now.
Joey: You're angry. You're hurting.
Joey: Can I tell you what the answer is?
Joey: Strip joints!
Joey: Come on, you're single. Have some hormones.
Ross: See, but I don't want to be single, okay?
Ross: I just, I just, I just want to be married again.

The act sequence from example above tells that Ross enters Café and he seems completely depressed. He describes the way he feels at that moment. Monica reveals the reason. Phoebe tries to be nice. Chandler and Joey make some jokes to help him feel better. Ross talks about the positive reaction his parents had about his divorce but Monica lets out parents' true feeling about it. After that Joey tells him to forget about the matter and to enjoy life. But Ross does not want to be single.

5. Key

It is the overall tone or manner of the speech. It cues that establish the "tone, manner, or spirit" of the speech act (Hymes, 1974:57). The key is referred to the manner, spirit, and feeling of the message wished to be captured within the conversation. It is also referred to the spirit captured in the voice or manner of a speaker. The spirit or the feeling may be sincere, modest, or low. The example is:

Ross: Hi. Joey: This guy says, "Hello", I wanna kill myself.
Monica: You okay, sweetie?
Ross: I just feel like someone reached out my throat, grabbed my small intestine, pulled it out of my mouth...
Ross: ...and tied it around my neck.

The key is the tone is serious here. The context above tells the anger of the Ross who left by his wife.

6. Instrumentalities

It is the form and style of the speech being given (Hymes, 1974:58-60). The instrumentalities are referred to the register and forms of the speech. The forms that might be under consideration are whether it will be delivered in a more formal way or a casual friendly one. The example same with the act sequence part, from the example the channel is totally oral and the register is totally informal.

7. Norms

Even the ethnographies that we have, though almost never fully focused on speaking but also show us that communities differ significantly in ways of speaking, in patterns of repertoire and switching, in the roles and meanings of speech (Hymes, 1974: 33).

It is social rules governing the event and the participants' actions and reaction. Defines what is socially acceptable at the event. The norm of interaction is the contextual custom in using the code, including for example allowance for an interruption, using gestures freely, addressing an audience, eye contacts, distance, asking questions about belief, etc. The example is:

Did I say that out loud?
Ross: I told Mom and Dad last night. They seemed to take it pretty well.

Norms of interaction: in this speech event friends should be nice and they should not reproach their friend for the things he should (not) have done.

8.   **Genre**

Kashani (2012:30) says that particular genres seem more appropriate on certain occasions than on others, such as sermons inserted into church services, they can be independent: we can ask someone to stop 'sermonizing'; that is, we can recognize a genre of sermons when an instance of it, or something closely resembling an instance, occurs outside its usual setting.

It is the type of speech that is being given. These terms can be applied to many kinds of discourse. Sometimes in a written discussion you might emphasize only two or three of the letters of the mnemonic. It provides a structure for you to perceive components. The example of genre is friendly chat.

2.2 Related Studies

The writer tried to found some prior researches which have difference with this study. The first is Finisha Putri Rizky who graduated of Brawijaya University in 2014. The research entitled is "Speech Style Used by the Judges of Indonesian Idol 2012''. This study explained the utterances which containing the types of speech styles in Result and Reunion episode. When, the judges conveyed their comments to the

contestants in the stage. Mostly, they were used consultative style as a type of speech style based on Joos'.

The second is Venny Octavia was a student of Petra University Surabaya in 2012. A prior research is entitled "An analyses speech style used by the host and the guests in Dorce Show". This study explained the communication between the host and the guest in program Dorce Show which broadcasted by Trans TV on September, 2006 at 9.30 a.m. Based on the analyzing this study found the dominant speech style used by them is casual as a kind of Chaer' and Agustina'.

The third is Amalia Permata Putri as a student of State Islamic University Sunan Kalijaga Yogyakarta in 2014. A prior research is entitled is "Speech Style of Alice Kingsley in the Movie Alice Wonderland". This study explained how Alice Kingsley uses the speech style. Then, the answer found using Hymes' SPEAKING theory.

Contrast with the previous study which mentioned above, Finisha's and Okta's used data in Indonesian Language. Then all of them used a data in speech. This study was difference with the prior researchers, because of the object. This study is a written form. It is focused on the language style used by a rich widow who was bankrupt. This analyzing has a big curious Madame Renavskaya's speech style.